



Alexis Kestler Website Designer
Freelance and Contract Web Design & Search Marketing

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Search Engine Optimization and Marketing Order Form:

Thank you for your interest in the following search marketing programs. Feel free to select as many or few as you like. You can contact me should you have any questions.

Name: _____

Address: _____

Phone: _____

Email: _____

url: _____

NOTE: PLEASE CHECK OFF YOUR SELECTIONS, sign and fax to 707 539-3278. All "Starter kit" materials must be returned to me filled out and signed prior to your project being scheduled.

Search Engine Optimization:

Standard On Page Optimization:

Standard on page optimization bringing your site up to current seo standards for being found and placed in the SERPs (search engine results pages). This includes an in depth analysis of keywords and the market you are targeting, setting up your website pages to meet standards for being crawled by search bots. Creating navigation and site structure that is also compliant. Submission to major search engines.

\$500.

[] Link Building/Off Page Optimization

Off page optimization is vital to the overall scheme of things in your search marketing campaign. Once you have your on page optimization in place you will need to counter balance it with off page optimization. Search engines will rank your site higher and consider it more valuable and trusted if you have lots of people/sites linking to you. With this package, your site will be added to a number of relevant directories throughout the year, some reciprocal and some not. Your site will be added to google business directory, and other relevant local geo-targeted directories. A google site map will be added to your site, and you will receive quarterly reports as to your ranking in the top 5 search engines, Google, YAHOO!, MSN, Ask and AOL.

\$1200/year

[] Optimum Search Options:

For a complete and highly competitive campaign, this program offers:

- Off Page optimization package plus:
- Article submissions
- Press release submissions
- video submission
- content optimization
- analytics
- Building of a directory within your website

\$250/month

[] Directory Submission:

Directory submissions are included in the packages listed above. However you may just be looking for directory listings. Below is a listing for prices on directory submissions alone. All directories in this package are "free directories."

- [] \$450 1000 Free Directories**
- [] \$280 500 Free Directories**
- [] \$180 250 Free Directories**
- [] \$140 100 Free Directories**

Banner Ads:

Static Banner ads:

Below are standard ad sizes. Individual static (non animated) ad are \$75 each. 3 for \$195.

For Flash animated ads: \$225 each and 3 for \$625.

- 468 x 60 IMU - (Full Banner)
- 120 x 240 IMU - (Vertical Banner)
- 180 x 150 IMU - (Rectangle)
- 250 x 250 IMU - (Square Pop-Up)

- 234 x 60 IMU - (Half Banner)
- 88 x 31 IMU - (Micro Bar)
- 120 x 90 IMU - (Button 1)
- 120 x 60 IMU - (Button 2)
- 125 x 125 IMU - (Square Button)

- one static banner (indicated size by checking above)**
- package of three static banners (indicate sizes by checking above).**

- one flash banner (indicated size by checking above)**
- package of three flash banners (indicate sizes by checking above).**

Landing pages: \$500/each
Indicate number of landing pages needed: _____

Payments:

A 50% of total cost deposit is required in order to schedule your website project. I require all necessary materials for the project before beginning the project.

Types of payment

Payments can be made by check, or through paypal. If you choose paypal please let me know and I will send you a payment request.

Payments may be made via personal check. Please contact me via email at: alexis@alexiskestler.com to make arrangements for paying by check.